



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Elanco steps up their support for Indiana FFA Read to Feed project**

INDIANAPOLIS (Feb. 10, 2016) – [Elanco Animal Health](#), a division of Eli Lilly and Company, stepped up their efforts to end world hunger by pledging to match money raised from the Indiana FFA [Read to Feed](#) project, up to \$20,000. The project officially kicks-off on Feb. 22, 2016 and runs through April 15, 2016.

The Indiana FFA *Read to Feed* project is organized like a read-a-thon. FFA chapters will partner with local third and fourth grade classrooms, and each classroom will have a sponsor(s). Based on the number of minutes read, those sponsor(s) will make a donation to [Heifer International](#), a charitable organization working to end hunger and poverty around the world by providing livestock and training to struggling communities.

“With millions of people living in poverty globally, building a food-secure world is one of the greatest issues of our time,” said Noel S. Paul, Global Leader of Elanco Corporate Responsibility. “Initiatives like Read to Feed are a creative way to bring communities together to solve bigger issues, and Elanco is proud to partner with Indiana FFA in this endeavor to support Heifer International.”

The idea behind partnering with Elanco and Heifer International for the Indiana FFA *Read to Feed* project stemmed from the opportunity to work with the Indiana [Lieutenant Governor Sue Ellspermann](#), who serves as Indiana’s Secretary of Agriculture.

“Each year, I am so energized and impressed by our Indiana FFA state officers who I have the pleasure to partner with on service projects that will have an impact on our communities as well as teach the officers vital skills in planning, organizing and implementing a large scale initiative,” said Ellspermann. “I commend the team’s project that brings together schools and companies like Elanco to fight poverty and literacy on an international scale.”

“All of the money raised will go towards providing an impoverished family with livestock and training to enhance their quality of life. In this way, Indiana FFA is amplifying its impact by encouraging reading at home while helping to feed seven billion people worldwide,” said Brett Roberts, the Indiana FFA State Northern Region Vice President.

For more information, please visit the Indiana FFA [Read to Feed](#) project webpage, or follow the conversation on Twitter [@IndianaFFA](#).

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## ABOUT INDIANA FFA

*FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. In 2010, the Director of Leadership Programs position of FFA was moved under ISDA to allow for more connection with ISDA’s agriculture resources and advocacy efforts.*

## ABOUT ISDA

The Indiana State Department of Agriculture (ISDA) was established as a separate state agency by the Legislature in 2005. The Director is appointed by the Governor and is a member of the Governor's Cabinet. Administratively, ISDA reports to Lt. Governor Sue Ellspermann, who also serves as Indiana's Secretary of Agriculture. Major responsibilities include advocacy for Indiana agriculture at the local, state and federal level, managing soil conservation programs, promoting economic development and agricultural innovation, serving as a regulatory ombudsman for agricultural businesses, and licensing grain firms throughout the state.

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